

## CLAIMS

We claim:

1. An article of manufacture comprising a calcium-containing dietary product and a description of a health effect of consuming a calcium-containing dietary product, the described health effect being related to calcium and selected from the group consisting of one or more of metabolic consumption of adipose tissue, metabolic change, regulation of body weight, weight loss, reduced weight gain, fat loss, and reduced fat gain.
2. The article of claim 1, wherein the description is in the form of printed material.
3. The article of manufacture of claim 1, wherein the product is packaged and the description is part of the package.
4. The article of manufacture of claim 1, wherein the description directly accompanies the product.
5. The article of manufacture of claim 1, wherein the description is imprinted on the product.
6. The article of manufacture of claim 1, wherein the description indicates the amounts of calcium contained within the product, and recommended levels of calcium intake for regulation of body weight.
7. The article of manufacture of claim 1, wherein the described effects comprise inducing a metabolic change in an individual.
8. The article of manufacture of claim 7, wherein the metabolic change comprises decreasing intracellular calcium concentrations ( $[Ca^{2+}]_i$ ), stimulating lipolysis, inhibiting lipogenesis, increasing the expression of white adipose tissue uncoupling protein 2 (UCP2), reducing serum insulin levels, thermogenesis, and/or decreasing the levels of calcitrophic hormones.
9. The article of manufacture of claim 1, wherein the described effects comprise reducing or attenuating obesity.
10. The article of manufacture of claim 1, wherein the described effects comprise attenuating weight gain and/or adiposity in children.
11. The article of claim 1, wherein the product comprises a dairy product.
12. The article of claim 1, wherein the product is selected from the group consisting of milk, yogurt, and cheeses.

13. The article of claim 1, wherein the product comprises a non-dairy foodstuff naturally high in calcium.
14. The article of claim 1, wherein the product comprises a food fortified with calcium.
15. The article of claim 1, wherein the product is a dietary supplement.
16. The article of claim 1, wherein the product is in the form of a liquid.
17. The article of manufacture of claim 1, wherein the product is cereal and the printed material is printed on the cereal box.
18. The article of manufacture of claim 1, wherein the product is milk and the printed material is printed on the milk container.
19. The article of manufacture of claim 1, wherein the product is cheese and the printed material is printed on the cheese package.
20. The article of manufacture of claim 1, wherein the product is yogurt and the printed material is printed on the yogurt container.
21. The article of claim 1, wherein the product is food for a pet.
22. The article of claim 1 wherein the therapeutically effective amount described is at least about 1000 mg/day of calcium.
23. The article of claim 1 wherein the therapeutically effective amount described is at least about 1346 mg/day of calcium.
24. An article of manufacture useful in stimulating the metabolic consumption of adipose tissue, comprising a dairy product and printed material describing the obesity regulating effects of consuming more than suboptimal amounts of dairy products.
25. The article of claim 24 wherein the more than suboptimal amount described is at least about 57 portions of dairy per month.
26. An article of manufacture useful in stimulating the metabolic consumption of adipose tissue, comprising calcium-containing products and printed materials disclosing the weight loss advantages of high calcium diets.
27. The article of manufacture of claim 26, wherein the printed materials are in the form of pamphlets.
28. The article of manufacture of claim 26, wherein printed material is embossed or imprinted on the foodstuff and indicates the amounts of calcium contained within the foodstuff,

recommended levels of calcium intake necessary for the metabolically assisted loss of adipose tissue, recommended BMI values, or recommended heights and weights for individuals.